

## MKTG90032 Applied Syndicate Project

<b>Credit Points:</b>	25									
<b>Level:</b>	9 (Graduate/Postgraduate)									
<b>Dates &amp; Locations:</b>	2015, Parkville This subject commences in the following study period/s: Semester 1, Parkville - Taught on campus. Semester 2, Parkville - Taught on campus.									
<b>Time Commitment:</b>	Contact Hours: To be determined in consultation with the subject coordinator, but will include at least the following: regular meetings with your academic supervisor; a minimum of 80 hours at the Project organisation comprising a regular one day attendance each week and additional appointments as necessary; 36 hours of instruction and seminars Total Time Commitment: Total 280 Hours									
<b>Prerequisites:</b>	Admission to the Marketing Communications program. Subject must be completed in the final 100 points of the program.									
<b>Corequisites:</b>	None									
<b>Recommended Background Knowledge:</b>	Previous study in Marketing, Communications, Media and Communications, Public Relations, Advertising, or other similar cognate area.									
<b>Non Allowed Subjects:</b>	<table border="1"> <thead> <tr> <th>Subject</th> <th>Study Period Commencement:</th> <th>Credit Points:</th> </tr> </thead> <tbody> <tr> <td>MKTG90031 Minor Thesis - Marketing Communications</td> <td>Semester 1, Semester 2</td> <td>18.75</td> </tr> <tr> <td>MULT90019 Internship II (Semester Long)</td> <td>Semester 1, Semester 2</td> <td>25</td> </tr> </tbody> </table>	Subject	Study Period Commencement:	Credit Points:	MKTG90031 Minor Thesis - Marketing Communications	Semester 1, Semester 2	18.75	MULT90019 Internship II (Semester Long)	Semester 1, Semester 2	25
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<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>									
<b>Coordinator:</b>	Prof Simon Bell									
<b>Contact:</b>	Professor Simon Bell Email: <a href="mailto:simonb@unimelb.edu.au">simonb@unimelb.edu.au</a> (mailto:simonb@unimelb.edu.au)									
<b>Subject Overview:</b>	The Applied Syndicate Project in the Master of Marketing Communications is a capstone option. Students will be assigned in small groups (2-4/group) to a Project Organisation operating in the Marketing, Communications and/or Media industries. Working in teams, they will undertake a structured marketing and communications or business development exercise pertinent to their industry. This will be supported by seminar work equipping the students with knowledge of approaches, tools and techniques for completing the task and an understanding of report formats appropriate for conveying the results. During the practicum, in-depth work will be undertaken in identifying the scope, opportunities, constraints and recommendations of the exercise. Students will learn to work with unstructured and incomplete information in real business settings, to develop research and networks to support their enquiry, to work successfully in teams, to present their findings and seek and receive constructive feedback in a range of settings. Students will also be encouraged to plan, reflect and modify their approaches to improve the outcomes of their efforts in managing the business project.									

<b>Learning Outcomes:</b>	<p>On successful completion of this subject, students should be able to:</p> <ul style="list-style-type: none"> <li># Apply theory and practice of relevant marketing and communications issues to address real-world business issues currently faced by the marketing, communications and media industry</li> <li># Research, analyse, evaluate and propose practical business solutions within the bounds of the exercise</li> <li># Identify key strategic questions and assess options related to the exercise</li> </ul>
<b>Assessment:</b>	<p>A 10-minute team presentation on the research proposal to academic(s). The presentation will cover the research question and the high-level approach necessary for its solution. (1,000 words), (10%), due at the start of the project A 30 minute team presentation to the host company. (3,000 words), (30%), delivered on the final day of the in-company project A full team report on the project (with accompanying file of resources) of not more than 4,500 words in length (45%), due one week after the end of the in-company project An individual reflective essay of not more than 1,500 words in length that requires students to reflect on various aspects of their Project experience (15%), due at the conclusion of the project</p>
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>
<b>Generic Skills:</b>	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none"> <li># Verbal and written communication skills through interaction with staff at the Project companies, academics and fellow students</li> <li># Project management skills, including an enhanced capacity for accurate scoping of projects, the development of approaches and timelines to address complex business issues and the execution of the required approaches and tasks within the timelines set</li> <li># Team work demonstrated by good communication within the group, understanding of skills brought by individual members, organising for achievement and presenting group report</li> <li># Research, problem solving and critical thinking</li> <li># Documentation preparation and presentation skills through assigned tasks and the Project exercise</li> <li># Interpersonal skills through the Project exercise and assigned tasks</li> <li># Demonstrate key attributes sought by employers including cross-cultural communication skills, interpersonal skills, time management, commercial acumen, initiative with ambiguity, independent learning and team skills.</li> </ul>
<b>Links to further information:</b>	<a href="http://culture-communication.unimelb.edu.au/">http://culture-communication.unimelb.edu.au/</a>
<b>Related Majors/Minors/Specialisations:</b>	<p>150 point Master of Marketing Communications 200 point Master of Marketing Communications</p>